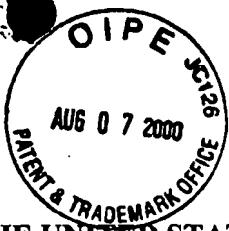


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Attorney Docket
No. 2166CON2C

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Steven M. Golden et al)
)
)
SERIAL NO.: 09/490,362) Group No. 2765
)
FILED: January 24, 2000) Examiner: Alan MacDonald
)
FOR: INTERACTIVE MARKETING) Attorney Docket
) No. 2166CON2C
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)

PRELIMINARY RULE 115 AMENDMENT

Please enter the following Preliminary Rule 115 Amendment, which is being provided prior to the receipt of any office action in this application. By this Amendment, pending Claims 1-19 are cancelled, without prejudice, and new Claims 20-60 are added.

A Supplemental Information Disclosure Statement accompanies this Amendment.

IN THE SPECIFICATION:

PSN 10/10/07 (1) At page 1, line 7, insert the following:

– This application is a continuation of U.S. Serial No. 09/073,334, filed May 6, 1998, which is a continuation of U.S. Serial No. 08/507,693, filed July 25, 1995, now U.S. Patent No. 5,761,648 –.

At page 1, third-to-last line, after "such" insert – as –.

(2) At page 6, line 11, delete the first appearance of the word "data".